

## REMARKS

In the Office Action, Claims 1-36 were examined and stand rejected. In response, Claims 1, 6, 28, and 34 are amended, Claims 12-27 are added and no claims are cancelled. Applicant respectfully requests reconsideration of this rejection in view of the amendments to Claims 1, 6, 12, 15, 19, 22, 25, 28 and 34 and the following remarks.

### **I. Claims Rejected Under 35 U.S.C. §103**

The Examiner has rejected Claims 1, 4, 15-18, 25-26, 34, and 36 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,298,482 issued to Seidman et al. ("Seidman") in view of U.S. Patent Application Publication No. 2002/0087969 issued to Brunheroto et al. ("Brunheroto") and further in view of U.S. Patent No. 6,002,393 issued to Hite et al. ("Hite").

Regarding Claim 1, Claim 1 recites:

1. A method, comprising:  
broadcasting meta-data to one or more client systems, including descriptions of a plurality of available for broadcast data files from a broadcast server of a service provider system and a plurality of upcoming data files to be broadcast to the one or more client system by a broadcast server of a broadcast service system that is separate from the service provider system;  
rating the plurality of available for broadcast data files and the plurality of upcoming data files; and  
broadcasting, by the broadcast server of the service provider system according to the ratings, at least one of the plurality of upcoming data files for selective storage within the one or more client systems according to respective content rating tables of the one or more client systems prior to the scheduled broadcast of the at least one upcoming data file by the broadcast server of the broadcast service system as part of a predetermined broadcast schedule.  
(Emphasis added.)

While Applicant's argument here is directed to the cited combination of references, it is necessary to first consider their individual teachings, in order to ascertain what combination (if any) could be made from them.

Seidman discloses a system for two-way digital multi-media broadcast and interactive services; however, the content provider in the viewer response system, as taught by Seidman, is a single content provider having various video and audio streams, which may be concurrently provided from a single server (head end) to a plurality of subscribers connected to the server, as a

multiplex for navigation thereof by the subscribers. (*See*, col. 5, lines 3-5.) The Examiner cites Brunheroto to rectify the failure of Seidman to teach a broadcast server of a service provider system and ... a broadcast server of a broadcast service system that is separate from the service provider system, as in Claim 1.

Assuming, arguendo, that the global tracking unit 107 is linked to a web server 106 (service provider system) that is separate from the interactive TV content creation and the TV broadcast station 112 (a broadcast server of a broadcast service system), as suggested by the Examiner (*see* page 4, ¶ 2 of the Office Action mailed 9/10/07), Brunheroto fails to teach that such web server 106 broadcasts a data file that is to be broadcast by TV broadcast station 112 as part of a predetermined broadcast schedule, as in Claim 1. Rather than broadcast at least one upcoming data file prior to the scheduled broadcast by a broadcast server of a broadcast service system as part of a predetermined broadcast schedule, as in Claim 1, the web server referred to by the Examiner does not broadcast content but in fact is used to track audience viewing of the interactive content provided to the broadcast station for broadcast via broadcast network 113 which is shown as block 305 in FIG. 3, with tracking server 307 corresponding to web server 106 as shown in FIG. 1. (*See* page 5, ¶ [0074].)

As correctly recognized by the Examiner, Seidman and Brunheroto fail to teach or suggest the broadcasting of at least one upcoming data file by the broadcast server of the service provider system to the one or more client systems for selective storage therein according to respective content rating tables as the one or more client systems prior to the broadcast of the upcoming data file by the broadcast server of the broadcast service system. (*See*, pg. 4, ¶ 3 of Office Action.) As a result, the Examiner cites Hite, which according to the Examiner, teaches the above-recited feature of Claim 1. (*See*, Hite, col. 12, lines 13-28 and 25-28.) We respectfully disagree with the Examiner's assertions and characterizations of Hite.

Although Hite discloses that it is possible to pre-store commercials, such that commercials of this implementation are available at the moment needed without concern for the timing on other channels (*see* col. 12, lines 13-27), we submit that such pre-stored commercials would refer to commercials that are not scheduled for broadcast at a set time according to, for example, a thirty second commercial spot during which Hite teaches that a number of

commercials might be broadcast simultaneously over different separate channels. (*See*, col. 4, lines 22-35.) In fact, we submit that such pre-stored commercials are used for situations where time synchronization of several channels of alternate commercials is not possible without causing conflicts with normally scheduled preemptable commercials. (*See* col. 12, lines 21-25.) Hence, although such commercial is broadcast prior to a commercial spot, we submit that such pre-stored commercials are not subsequently broadcast to a user since such additional broadcast of the pre-stored commercials would be a waste of broadcast bandwidth.

In contrast with Hite, the broadcast server of the service provider system, as in Claim 1, is separate from the broadcast server of the broadcast service system and, hence, may broadcast an upcoming data file for selective storage within one or more client systems prior to the scheduled broadcast of that upcoming data file by the broadcast server of the broadcast service system as part of a predetermined broadcast schedule as in Claim 1. As a result, we submit that Hite fails to teach that a pre-stored commercial would be subsequently broadcast as part of a predetermined broadcast schedule, as in Claim 1, since such subsequent broadcast would be a waste of broadcast bandwidth since pre-stored commercials are already contained on a user's set top box. Therefore, Hite teaches that pre-stored commercials are provided to replace scheduled broadcasts of the targeted commercials according to a broadcast schedule.

Hence, no combination of Seidman in view of Brunheroto and further in view of Hite could teach or suggest "broadcasting, by a broadcast server of a service provider system, at least one upcoming data file for selective storage within one or more client systems prior to the scheduled broadcast of the at least one upcoming data file by the broadcast server of a broadcast service system as part of a predetermined broadcast schedule," as in Claim 1.

For each of the above reasons, therefore, Claim 1 and all which depend from Claim 1 are patentable over the combination of Seidman in view of Brunheroto and further in view of Hite as well as the references of record. Consequently, Applicant respectfully request that the Examiner reconsider and withdraw the §103 rejection of Claims 1 and 4.

Each of Applicant's other independent claims include features similar to those highlighted above with reference to Claim 1. For example, each of independent Claims 25 and 34 recite "a broadcast by the broadcast server of a service provider system according to ratings,

of at least one available for broadcast data file for selective storage within the one or more client systems according to respective content rating tables of the one or more client rating tables of the one or more client systems prior to the scheduled broadcast of the selected data file by the broadcast server of the broadcast service system as part of a predetermined broadcast schedule.” Therefore, Claims 25 and 34 are also patentable over the cited prior art combination of Doberstein in view of Monroe as well as the references of record for similar reasons. Consequently, we respectfully request that the Examiner reconsider and withdraw the §103 rejection of Claims 25-26, 34, and 36.

Therefore, Applicants respectfully request that the Examiner reconsider and withdraw the §103 rejection of Claims 1, 25-26, 34 and 36.

Claims 6-8, 28-29, and 35 are rejected under 35 U.S.C. §103(a) as being unpatentable over Seidman in view of Brunheroto and further in view of U.S. Patent Publication No. 2004/0226042 issued to Ellis (“Ellis”). Applicants respectfully disagree with the Examiner’s assertions and characterizations of the combination of Seidman in view of Brunheroto as well as the newly cited reference to Ellis, and therefore traverse this rejection.

Each of Applicant’s other independent claims includes limitations similar to those in Claim 1 discussed above. For example, independent Claims 6 and 28 recite the receipt of an upcoming data file broadcast by the broadcast server of the service provider system prior to the scheduled broadcast of the upcoming data file by the broadcast server of the broadcast service system as part of a predetermined broadcast schedule, which is neither taught nor suggested by the combination of Seidman in view of Brunheroto for at least the reasons described above.

Regarding the Examiner’s citing of Ellis, we submit that the Examiner’s citing of Ellis fails to rectify the deficiencies of the prior art combination of Seidman in view of Brunheroto to teach or suggest receiving an upcoming data file broadcast by the broadcast server of the service provider system prior to the scheduled broadcast of the upcoming data file by the broadcast server of the broadcast service system as part of a predetermined broadcast schedule, as in Claim 6.

Hence, no combination of Seidman in view of Brunhereto and further in view of Ellis could teach or suggest receiving an upcoming data file broadcast by the broadcast server of the service provider system prior to the scheduled broadcast of the upcoming data file by the broadcast server of the broadcast service system as part of a predetermined broadcast schedule, as in Claim 6.

For each of the above reasons, therefore, Claim 6 and all claims which depend from Claim 6, are also patentable over the cited art for similar reasons. Therefore, Applicants respectfully request that the Examiner reconsider and withdraw the §103(a) rejection of Claims 6-8. Independent Claim 28 includes features similar to those highlighted above with regard to Claim 6 and therefore is patentable over the cited combination of references of Seidman in view of Brunhereto and further in view of Ellis for similar reasons. Therefore, Applicants respectfully request that the Examiner reconsider and withdraw the §103(a) rejection of Claims 28-29 and Claim 35, based on this dependency on Claim 34, for at least the reasons described above.

#### DEPENDENT CLAIMS

In view of the above remarks, a specific discussion of the dependent claims is considered to be unnecessary. Therefore, Applicant's silence regarding any dependent claim is not to be interpreted as agreement with, or acquiescence to, the rejection of such claim or as waiving any argument regarding that claim.

### CONCLUSION

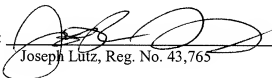
In view of the foregoing, it is submitted that Claims 1-36 patentably define the subject invention over the cited references of record, and are in condition for allowance and such action is earnestly solicited at the earliest possible date. If the Examiner believes a telephone conference would be useful in moving the case forward, he is encouraged to contact the undersigned at (310) 207-3800.

If necessary, the Commissioner is hereby authorized in this, concurrent and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2666 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR, & ZAFMAN LLP

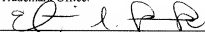
Dated: 10/30/07

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#### CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being submitted electronically via EFS Web on the date shown below to the United States Patent and Trademark Office.

 10/30/07  
Elaine Kwak Date